

Help Wanted Online Ads

June 2025

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Methodological Note

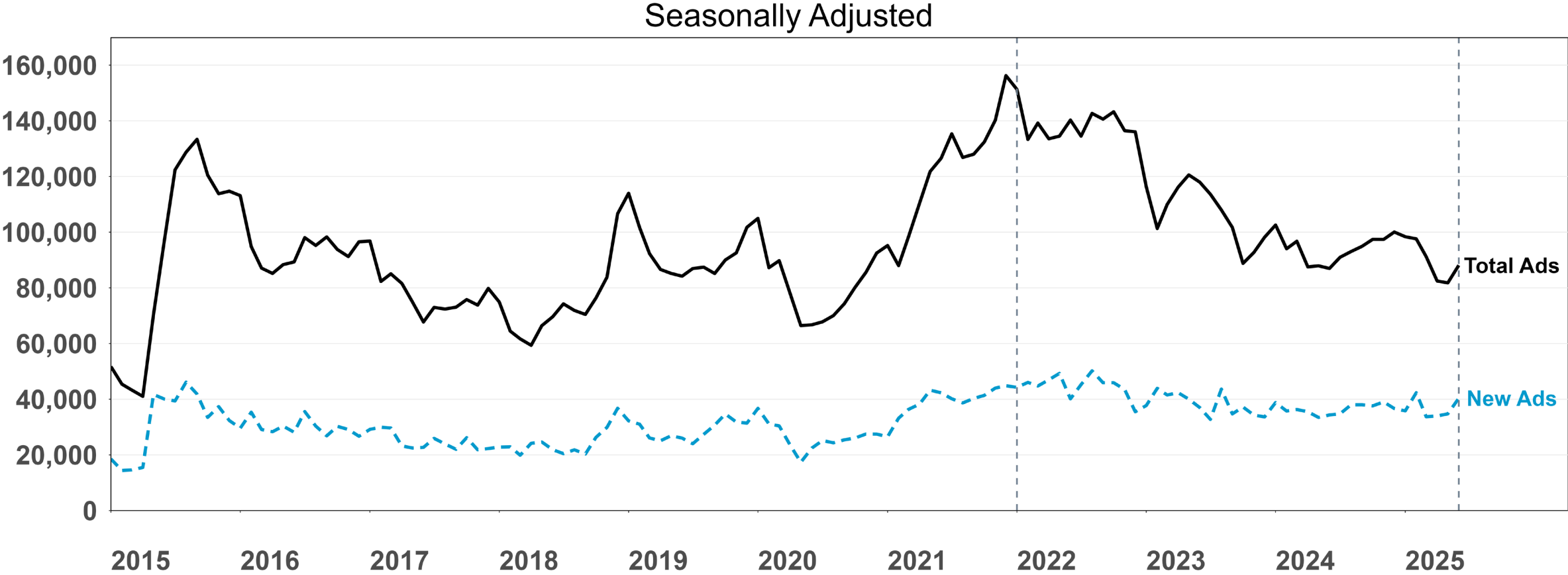
In January 2022, the Conference Board instituted system wide changes to their data collection process to better capture when job ads have expired. As part of these changes, there is an increase in the number of ads that expired, and subsequently, a level change in the data series for Available Ads. The HWOL Index and New Ads series remain unaffected by this update.

In June 2025, Lightcast and the Conference Board instituted system wide changes to their data collection process to improve coverage of job boards. This could result in level changes in HWOL job posting volume. The HWOL Index remains unaffected by this update.

The number of U.S. Help Wanted Online ads was 6.3 million in June.

- Number of ads posted in Oregon totaled 88,100 in June.
- Number of ads posted for the first time (*new ads*) increased by 5,600 in Oregon in June.
- Nationally, new ads increased by 299,500 in June.
- Number of online ads in Oregon and its neighboring states:
 - Idaho: 36,800
 - Nevada: 60,900
 - Oregon: 88,100
 - Washington: 149,100
 - California: 582,500

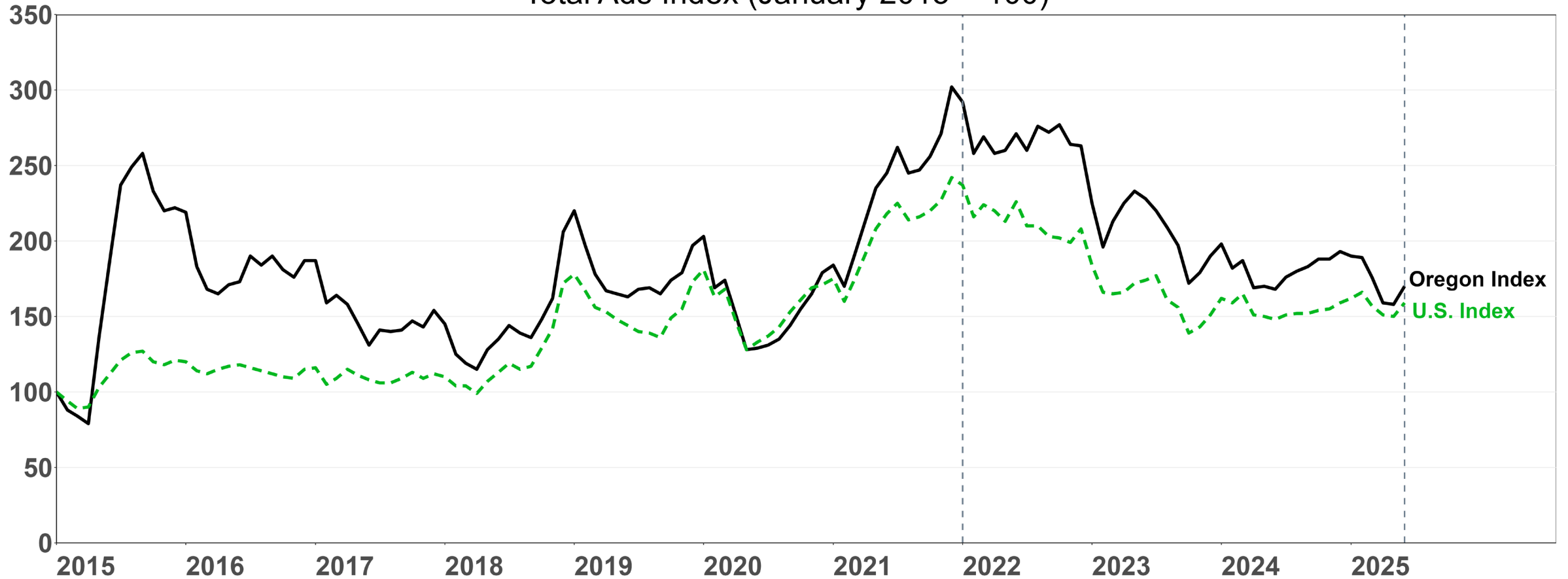
The number of online ads in Oregon was 88,100 in June.
The number of new ads increased by 5,600 over the month.



Source: The Conference Board Help Wanted OnLine® (HWOL)
Note: Dotted lines indicate methodological changes occurring in January 2022 and June 2025

The number of help wanted ads nationally was 6.3 million in June 2025.

Total Ads Index (January 2015 = 100)

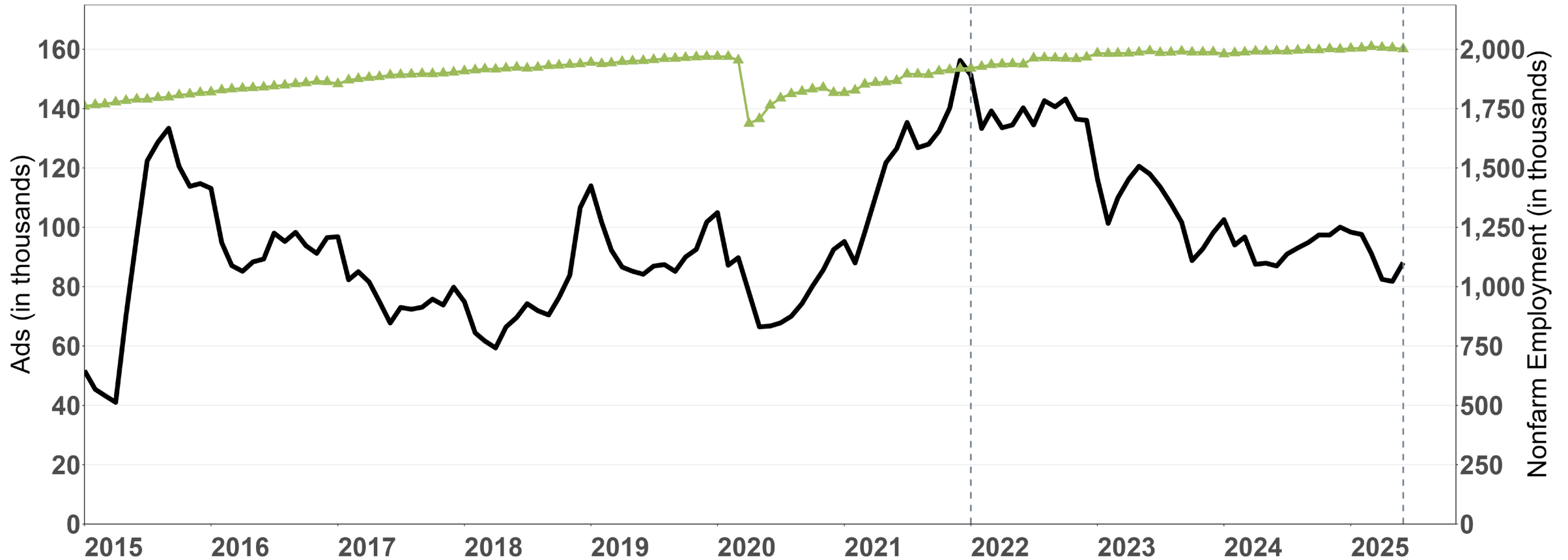


Source: The Conference Board Help Wanted OnLine® (HWOL)

Note: Dotted lines indicate methodological changes occurring in January 2022 and June 2025

The Conference Board's Help Wanted Online Data Series Seasonally Adjusted

■ Oregon Total Ads ▲ Nonfarm Employment

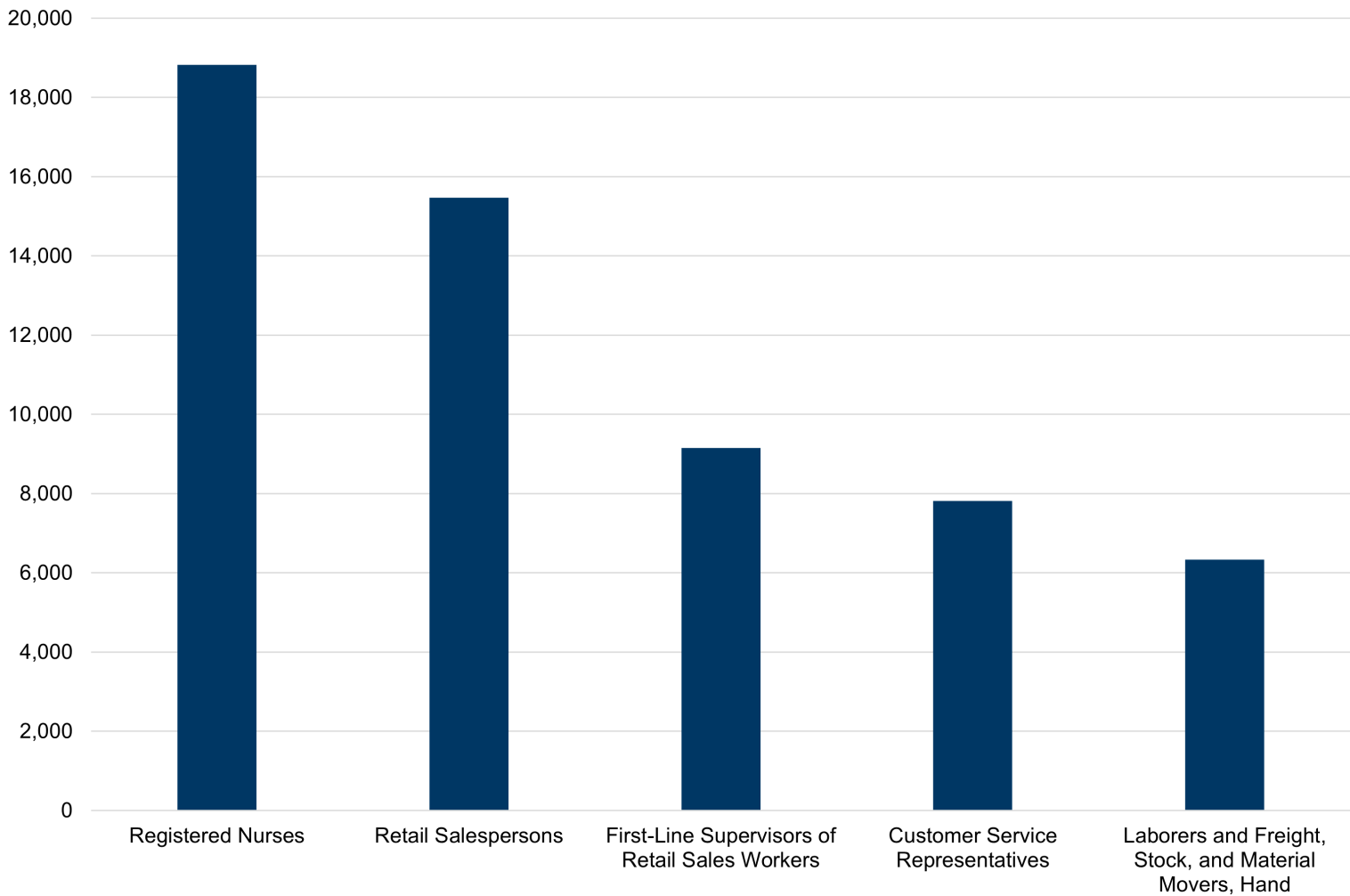


Source: The Conference Board Help Wanted OnLine® (HWOL) and the Bureau of Labor Statistics, Current Employment Statistics.
Note: Dotted lines indicate methodological changes occurring in January 2022 and June 2025

Registered nurses continue to draw most new help wanted ads in 2024.

Read [Online Job Ads Decreased Towards Pre-Pandemic Levels in 2024](#) by Employment Economist [Luke Coury](#).

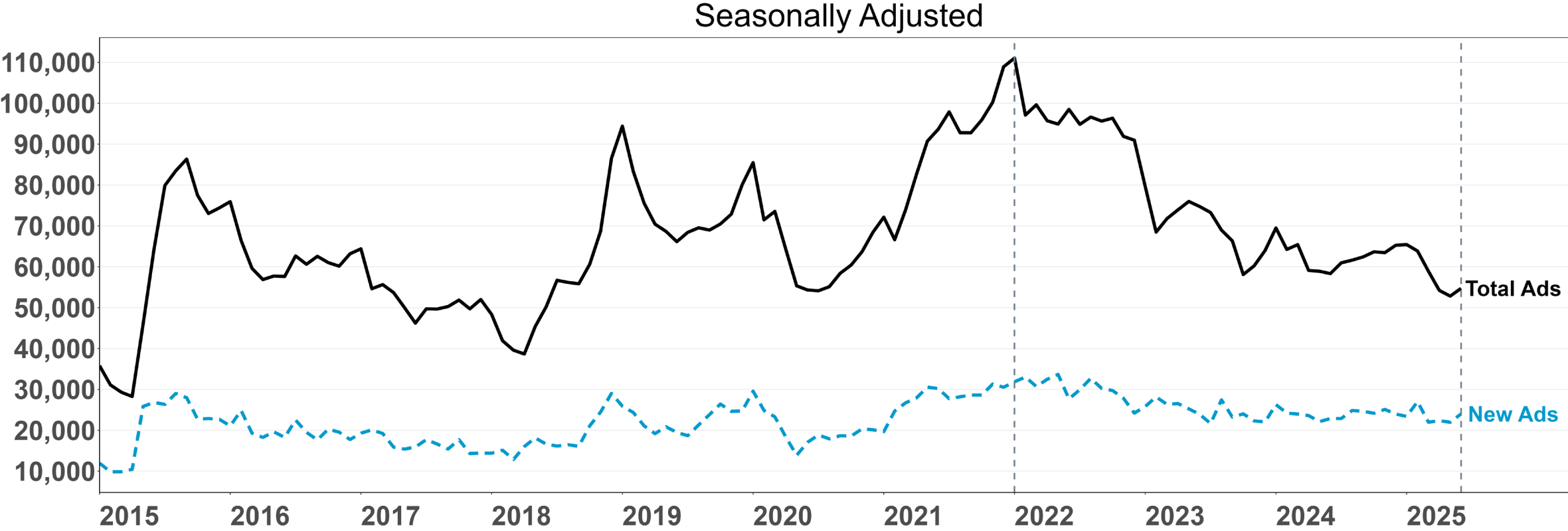
Registered Nurses Top Job Vacancies in 2024



Source: Oregon Employment Department, Lightcast-Conference Board's Help Wanted OnLine

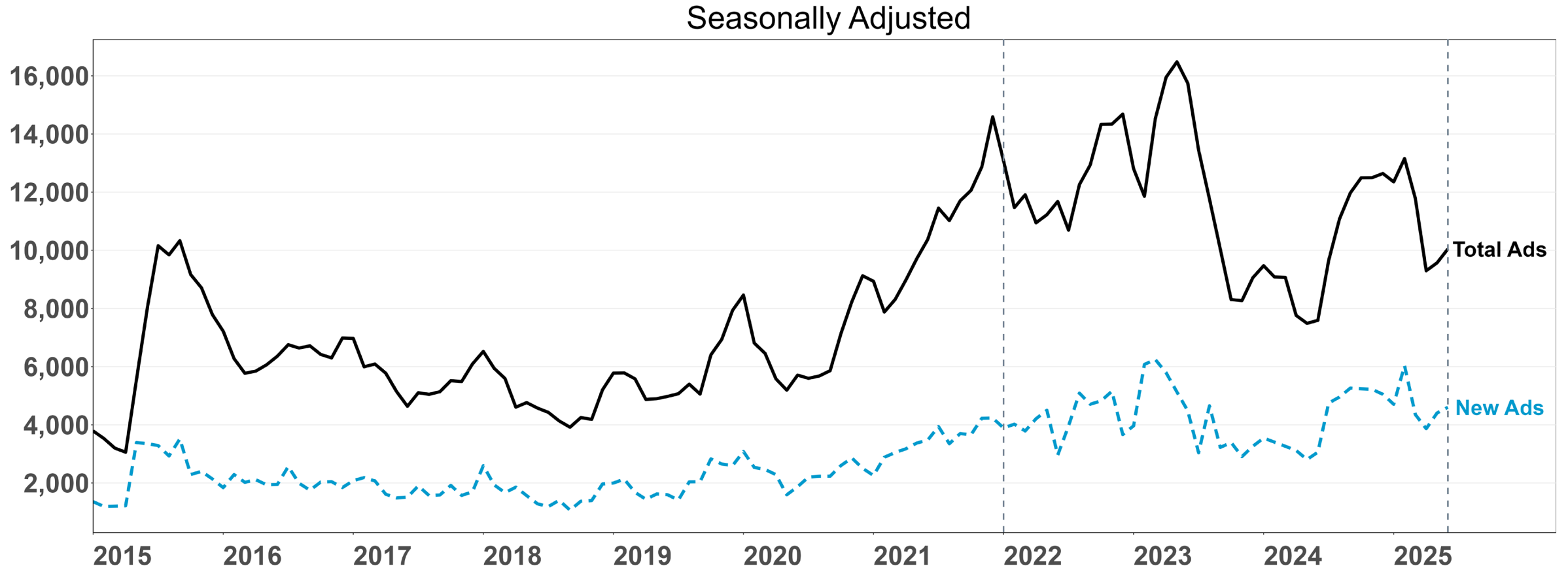
HELP WANTED ONLINE ADVERTISEMENT TRENDS BY METRO AREAS

The number of online ads in the Portland metro area was 54,700 in June.
The number of new ads increased by 2,000 over the month.



Source: The Conference Board Help Wanted OnLine® (HWOL)
Note: Dotted lines indicate methodological changes occurring in January 2022 and June 2025
The Portland metro area includes Clackamas, Columbia, Multnomah, Washington, and Yamhill counties in Oregon and Clark and Skamania counties in Washington

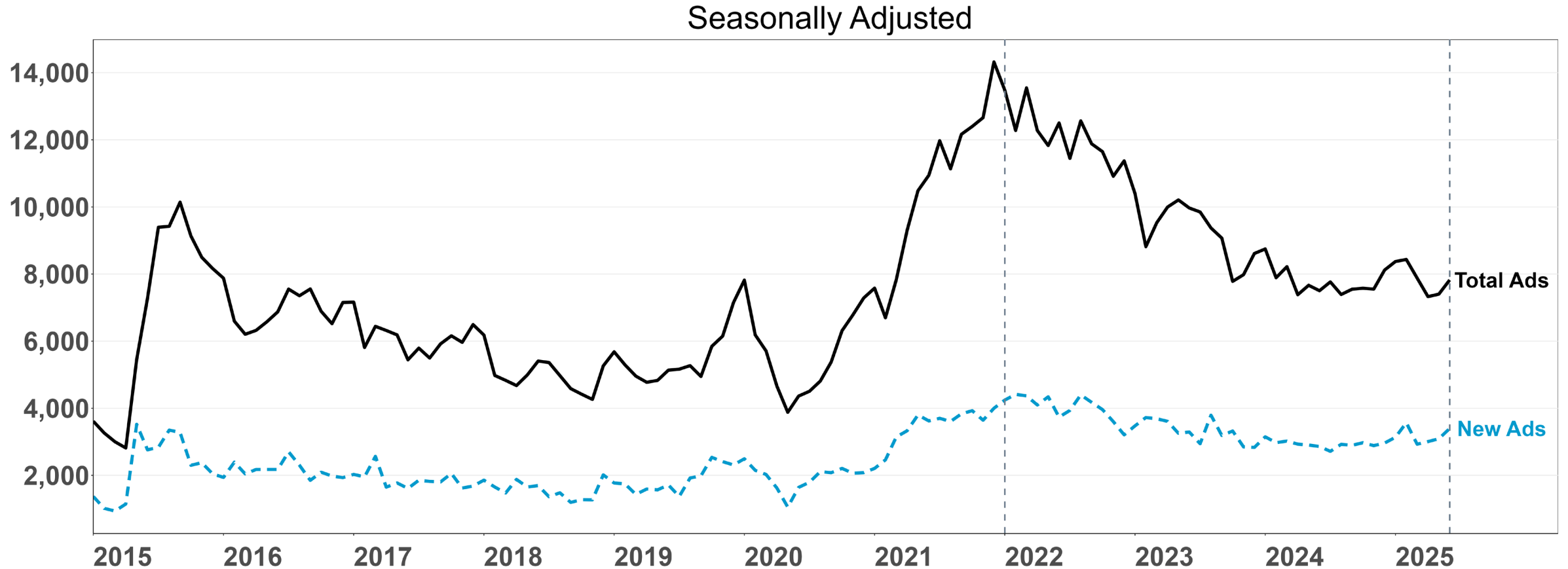
**The number of online ads in the Salem metro area was 10,000 in June.
The number of new ads increased by 200 over the month.**



Source: The Conference Board Help Wanted OnLine® (HWOL)

Note: Dotted lines indicate methodological changes occurring in January 2022 and June 2025

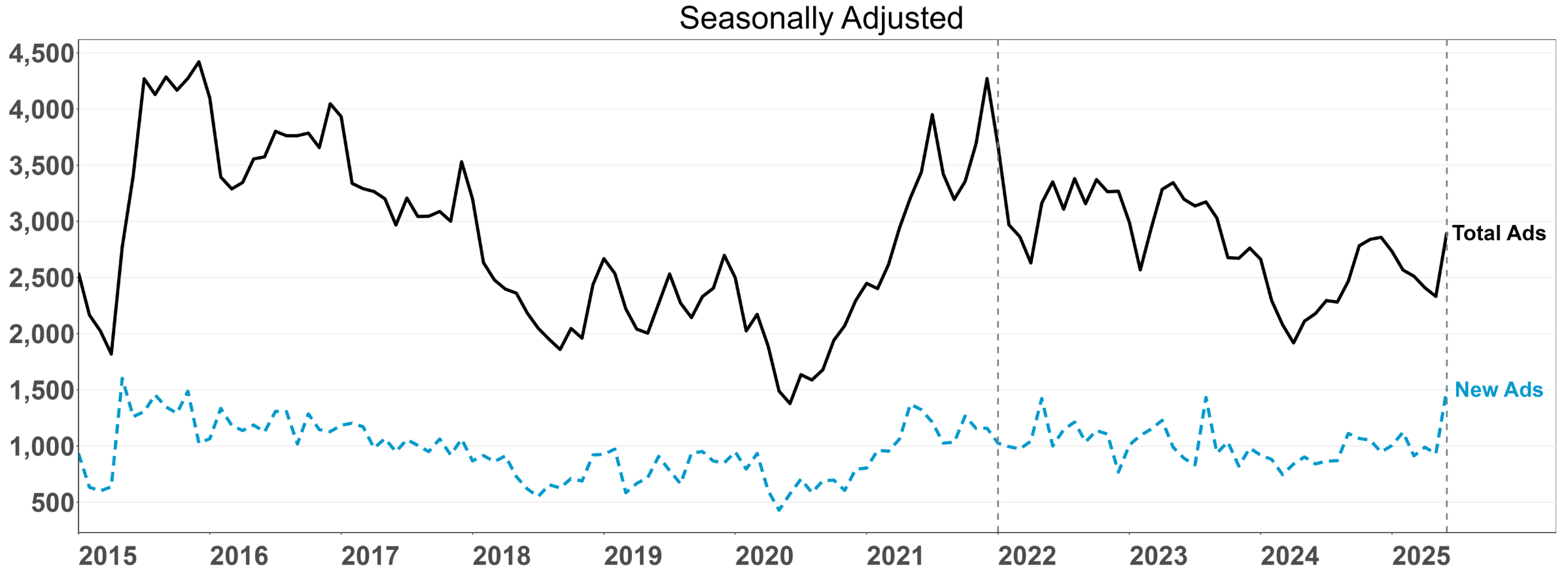
**The number of online ads in the Eugene metro area was 7,800 in June.
The number of new ads increased by 310 over the month.**



Source: The Conference Board Help Wanted OnLine® (HWOL)

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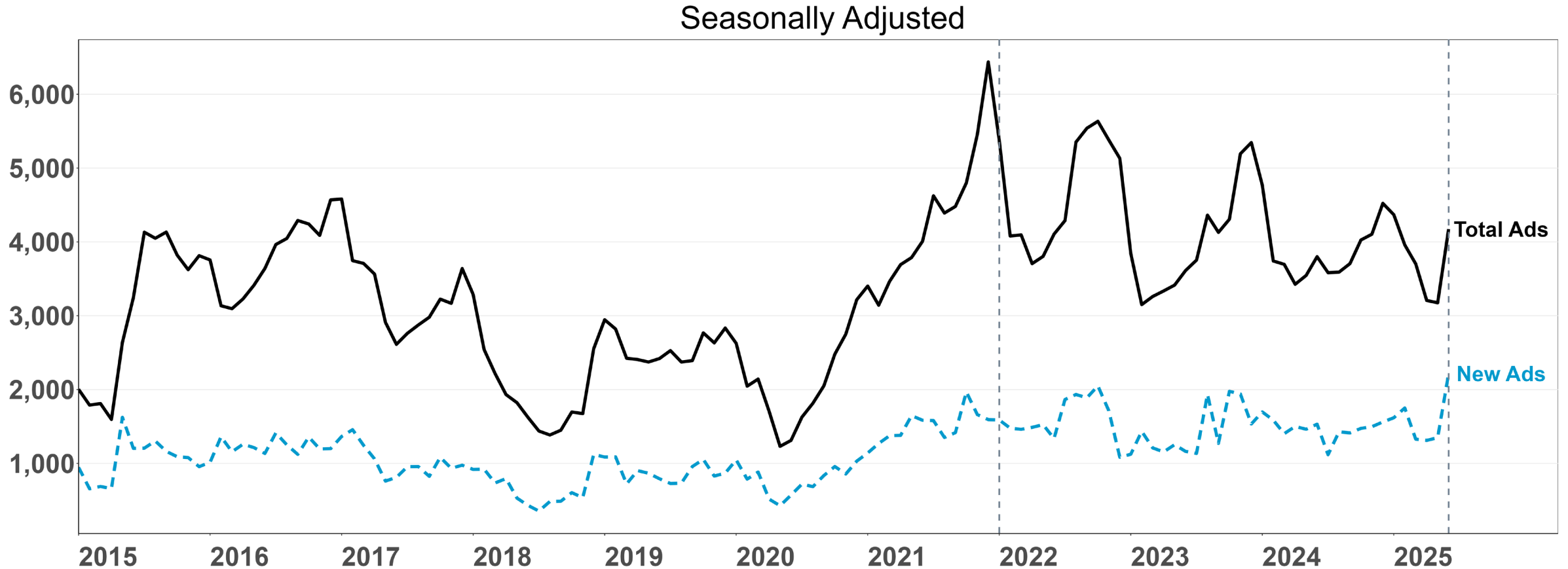
**The number of online ads in the Medford metro area was 2,900 in June.
The number of new ads increased by 580 over the month.**



Source: The Conference Board Help Wanted OnLine® (HWOL)

Note: Dotted lines indicate methodological changes occurring in January 2022 and June 2025

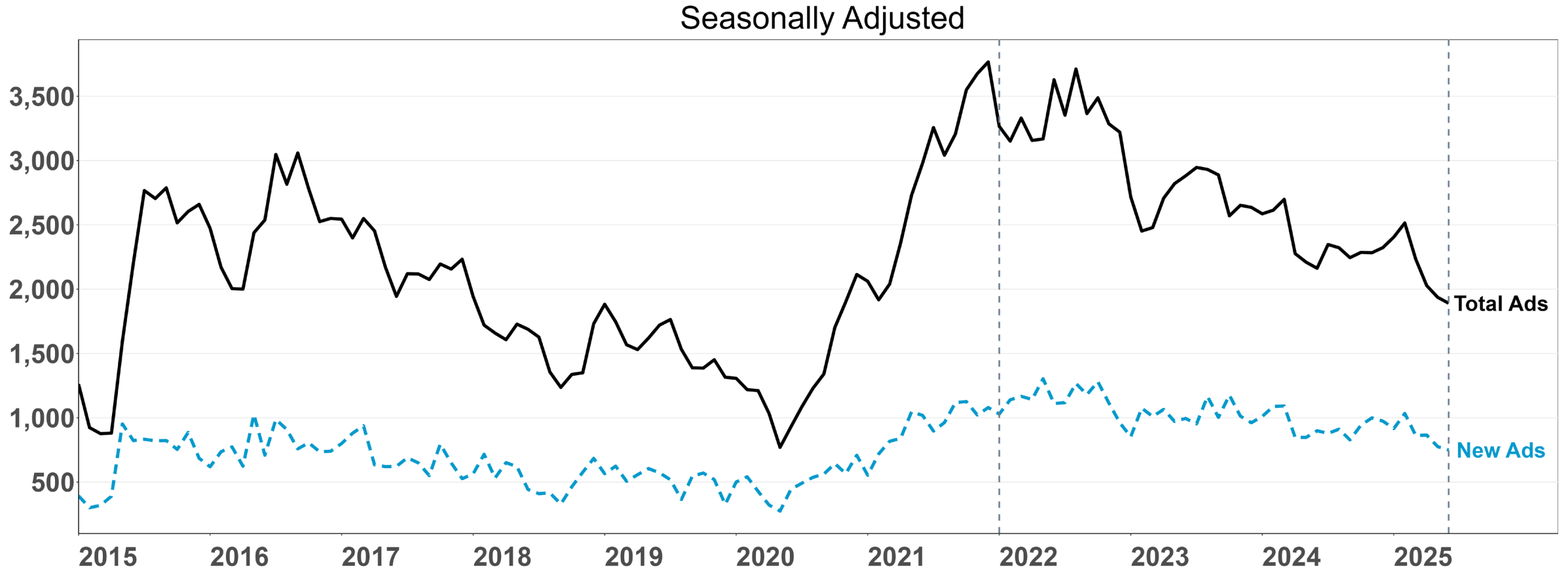
**The number of online ads in the Bend metro area was 4,200 in June.
The number of new ads increased by 870 over the month.**



Source: The Conference Board Help Wanted OnLine® (HWOL)

Note: Dotted lines indicate methodological changes occurring in January 2022 and June 2025

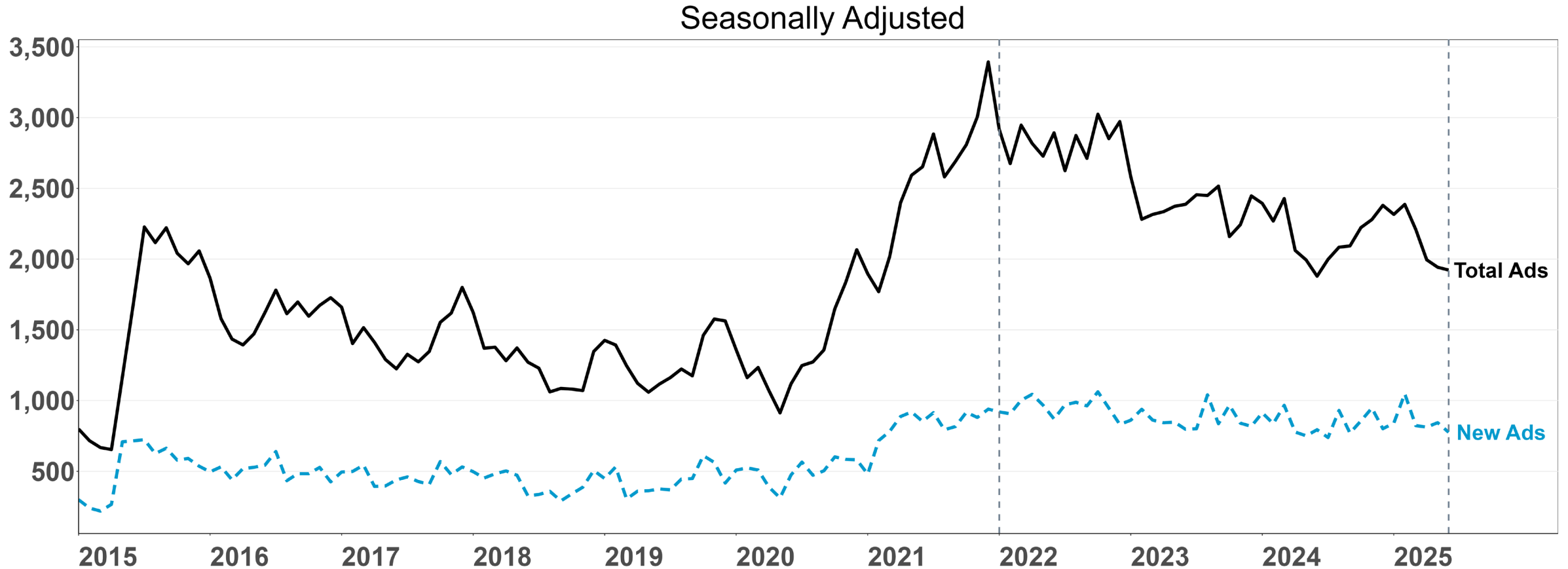
The number of online ads in the Corvallis metro area was 1,900 in June.
The number of new ads **decreased** by **30** over the month.



Source: The Conference Board Help Wanted OnLine® (HWOL)

Note: Dotted lines indicate methodological changes occurring in January 2022 and June 2025

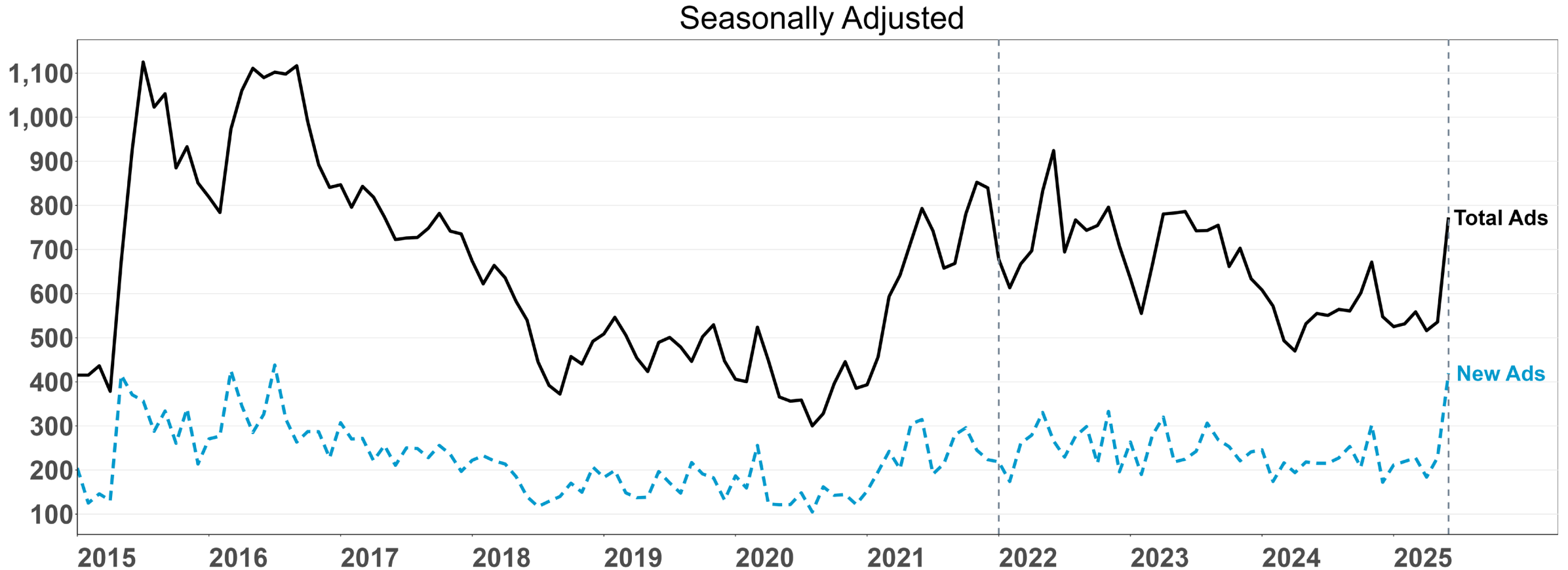
The number of online ads in the Albany metro area was 1,900 in June.
The number of new ads **decreased** by **70** over the month.



Source: The Conference Board Help Wanted OnLine® (HWOL)

Note: Dotted lines indicate methodological changes occurring in January 2022 and June 2025

**The number of online ads in the Grants Pass metro area was 770 in June.
The number of new ads increased by 190 over the month.**

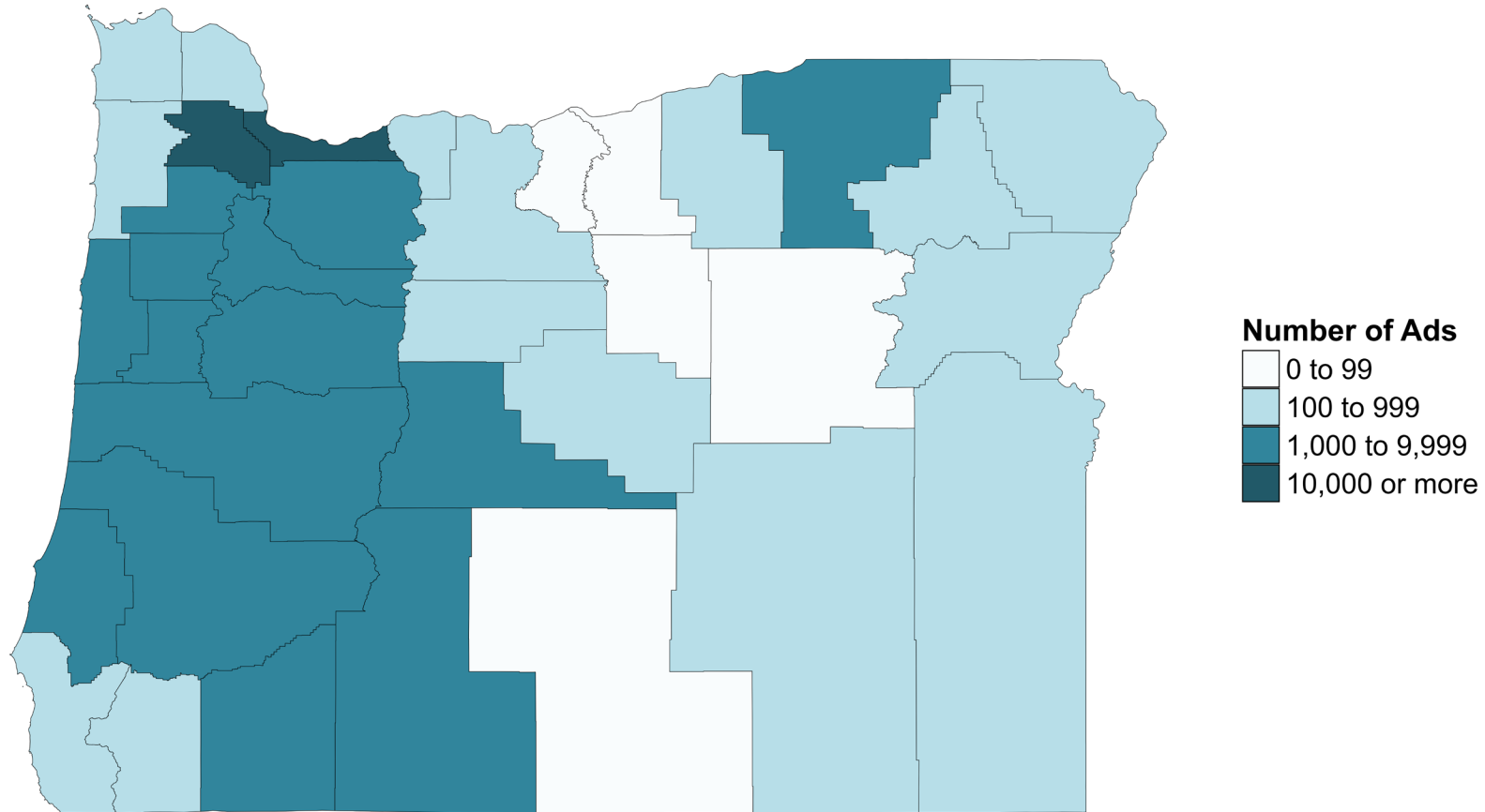


Source: The Conference Board Help Wanted OnLine® (HWOL)

Note: Dotted lines indicate methodological changes occurring in January 2022 and June 2025

Help Wanted Online Ads, June 2025

Not Seasonally Adjusted



Source: Oregon Employment Department; The Conference Board Help Wanted OnLine® (HWOL)

Help Wanted Online Ads by County

June 2025, Not Seasonally Adjusted

Multnomah	21,309	Lincoln	1,104	Baker	351
Washington	16,105	Polk	1,104	Crook	334
Marion	9,276	Coos	1,056	Jefferson	303
Clackamas	9,205	Klamath	1,035	Morrow	244
Lane	7,983	Clatsop	900	Curry	215
Deschutes	5,021	Josephine	881	Harney	121
Jackson	3,464	Hood River	515	Wallowa	112
Linn	1,998	Tillamook	510	Lake	91
Benton	1,949	Wasco	501	Grant	75
Yamhill	1,793	Columbia	498	Sherman	53
Douglas	1,580	Malheur	483	Gilliam	49
Umatilla	1,322	Union	411	Wheeler	10

Source: The Conference Board Help Wanted OnLine® (HWOL)

Did you know that help wanted online ads are available by local workforce areas?

Portland-Metro – Multnomah and Washington counties

Mid-Valley – Linn, Marion, Polk, and Yamhill counties

Lane – Lane County

East Cascades – Crook, Deschutes, Gilliam, Hood River, Jefferson, Klamath, Lake, Sherman, Wasco, and Wheeler counties

Clackamas – Clackamas County

Rogue Valley – Jackson and Josephine counties

Northwest Oregon – Benton, Clatsop, Columbia, Lincoln, and Tillamook counties

Southwestern Oregon – Coos, Curry, and Douglas counties

Eastern Oregon – Baker, Grant, Harney, Malheur, Morrow, Umatilla, Union, and Wallowa counties

Email Luke.C.Coury@employ.oregon.gov or Molly.N.Hendrickson@employ.oregon.gov if you need additional HWOL data for your workforce area.

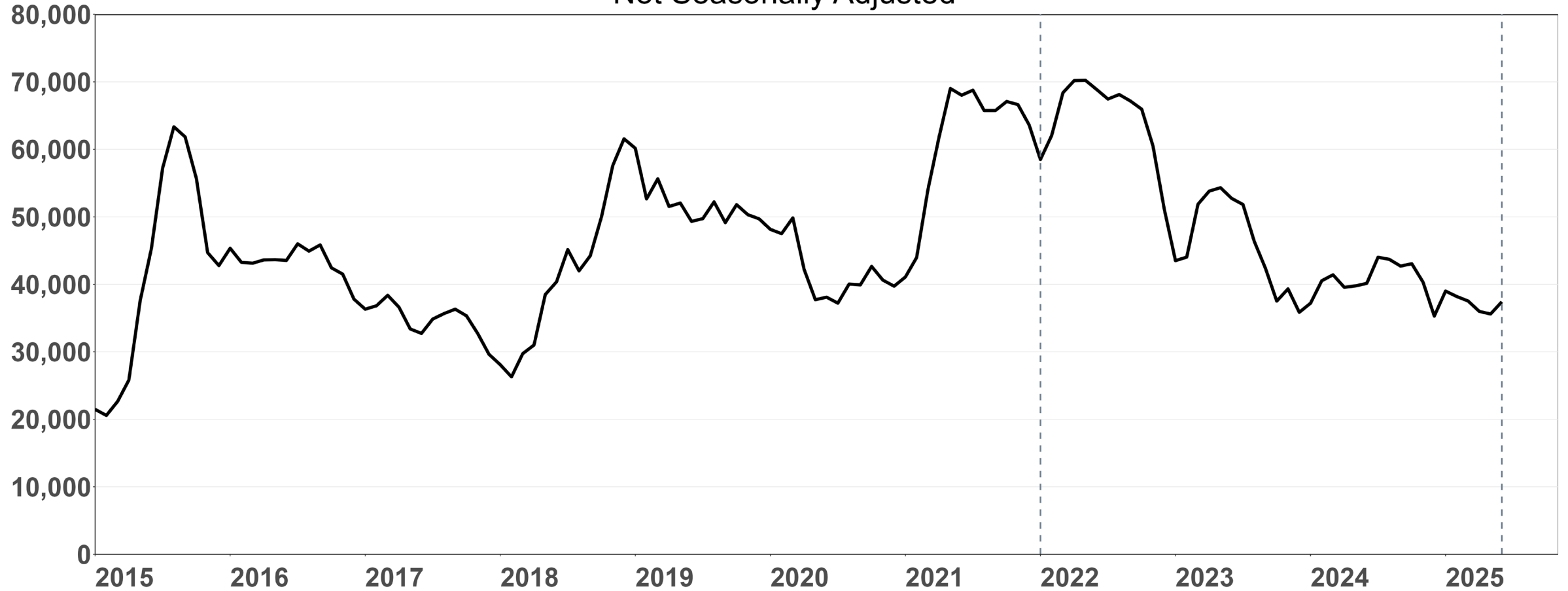
Help Wanted Online Ads by Workforce Area

June 2025, Not Seasonally Adjusted

Portland-Metro	37,414
Mid-Valley	14,171
Clackamas	9,205
Lane	7,983
East Cascades	7,912
Northwest Oregon	4,961
Rogue Valley	4,345
Eastern Oregon	3,119
Southwestern Oregon	2,851

Source: The Conference Board Help Wanted OnLine® (HWOL)

Portland-Metro Help Wanted Online Ads Not Seasonally Adjusted

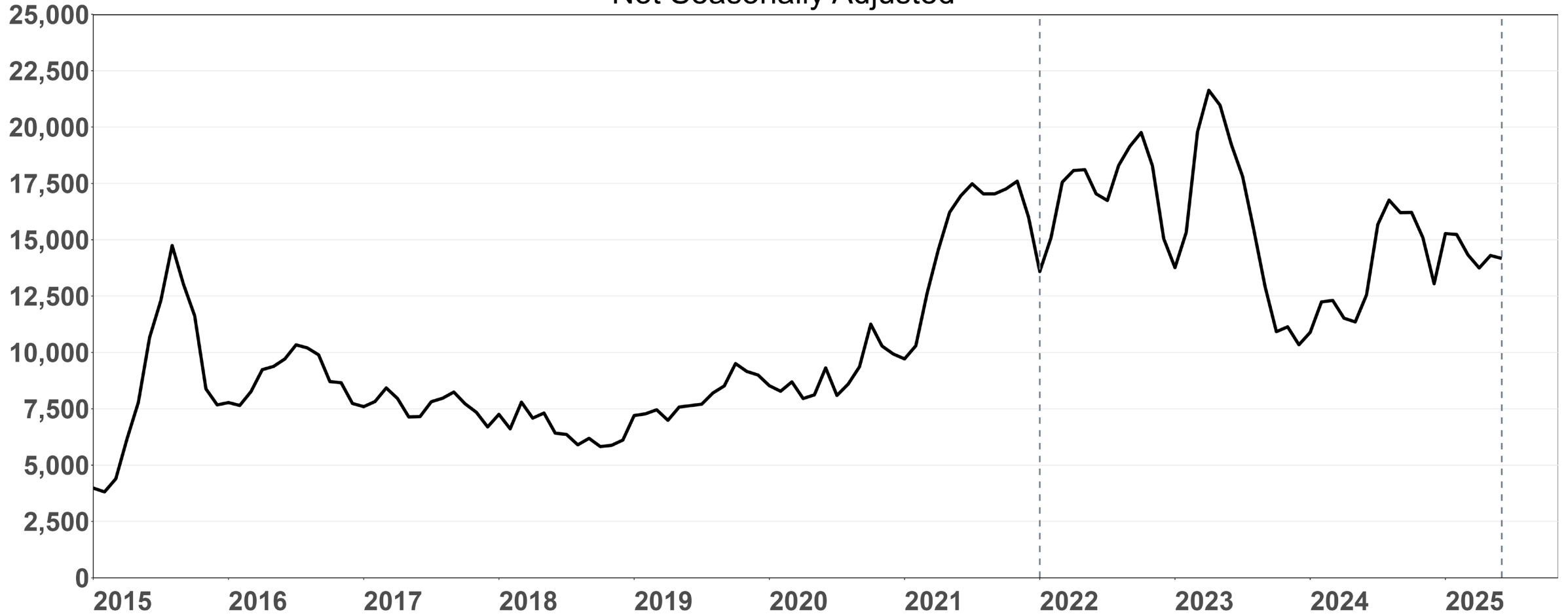


Source: The Conference Board Help Wanted OnLine® (HWOL)

Note: Dotted lines indicate methodological changes occurring in January 2022 and June 2025

The Portland-Metro LWA includes Multnomah and Washington counties

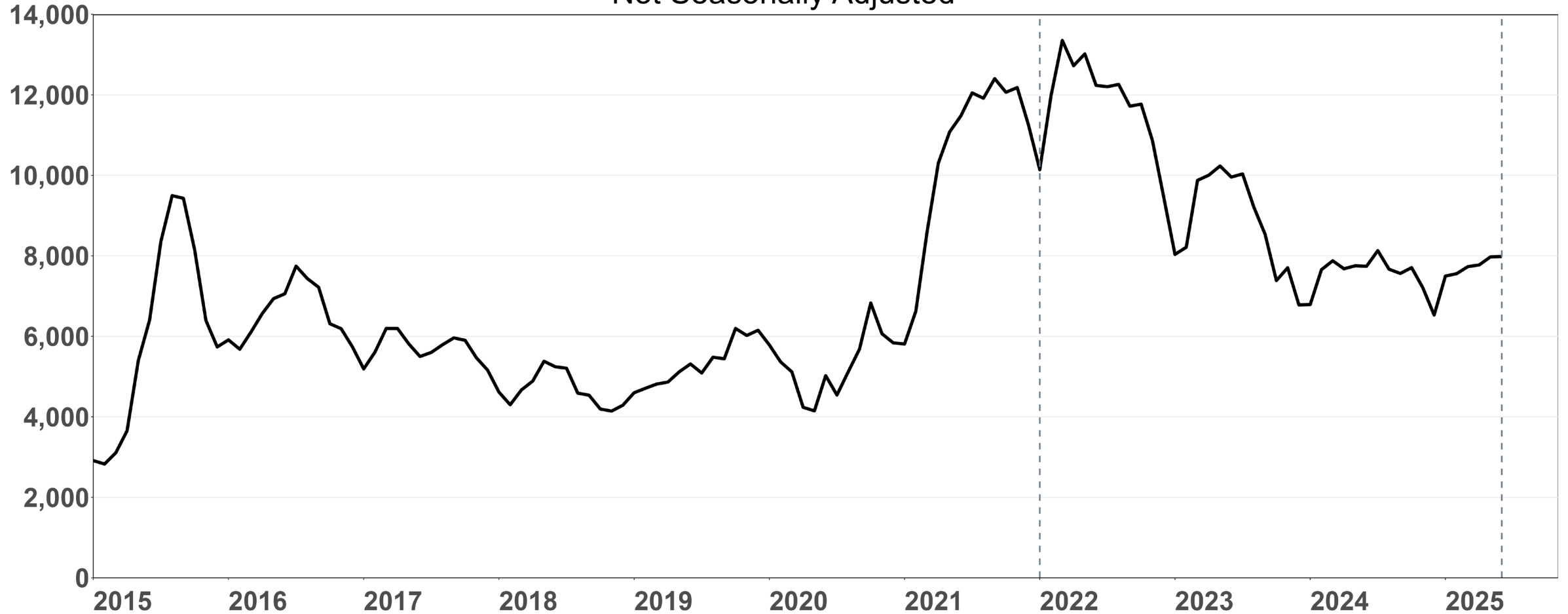
Mid-Valley Help Wanted Online Ads Not Seasonally Adjusted



Source: The Conference Board Help Wanted OnLine® (HWOL)

Note: Dotted lines indicate methodological changes occurring in January 2022 and June 2025

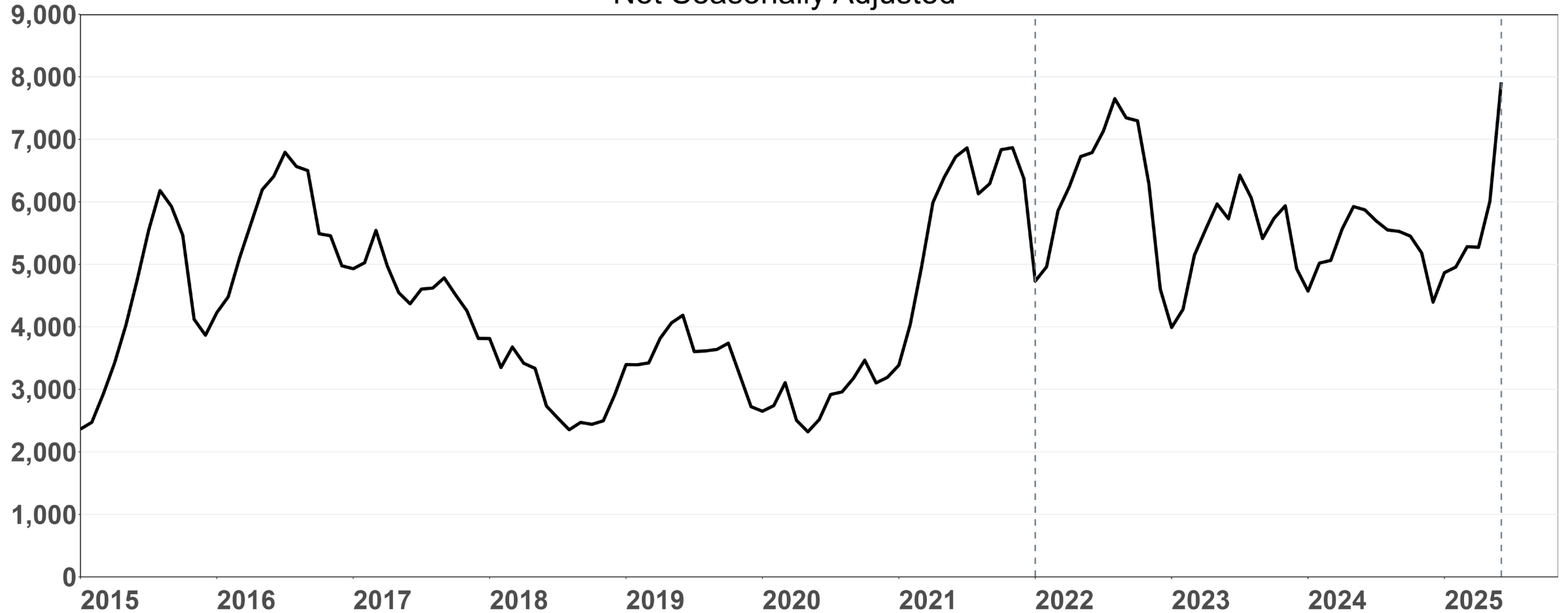
Lane Help Wanted Online Ads Not Seasonally Adjusted



Source: The Conference Board Help Wanted OnLine® (HWOL)

Note: Dotted lines indicate methodological changes occurring in January 2022 and June 2025

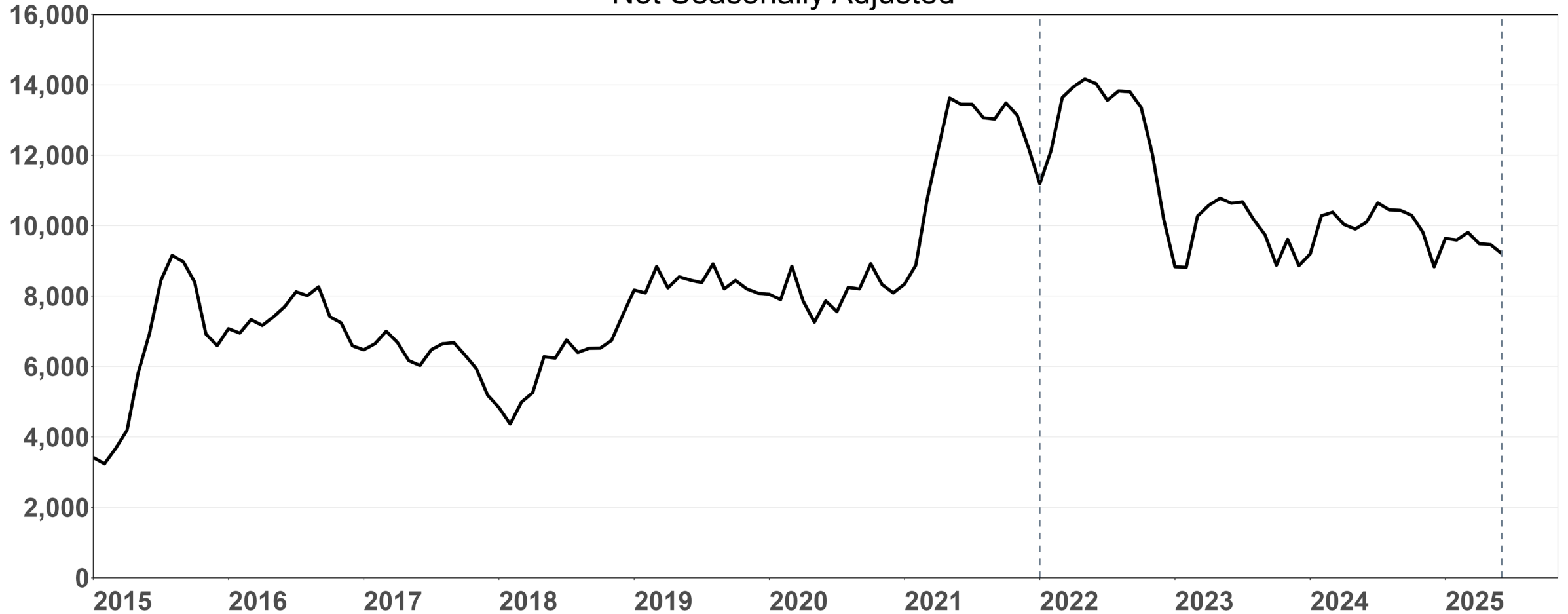
East Cascades Help Wanted Online Ads Not Seasonally Adjusted



Source: The Conference Board Help Wanted OnLine® (HWOL)

Note: Dotted lines indicate methodological changes occurring in January 2022 and June 2025

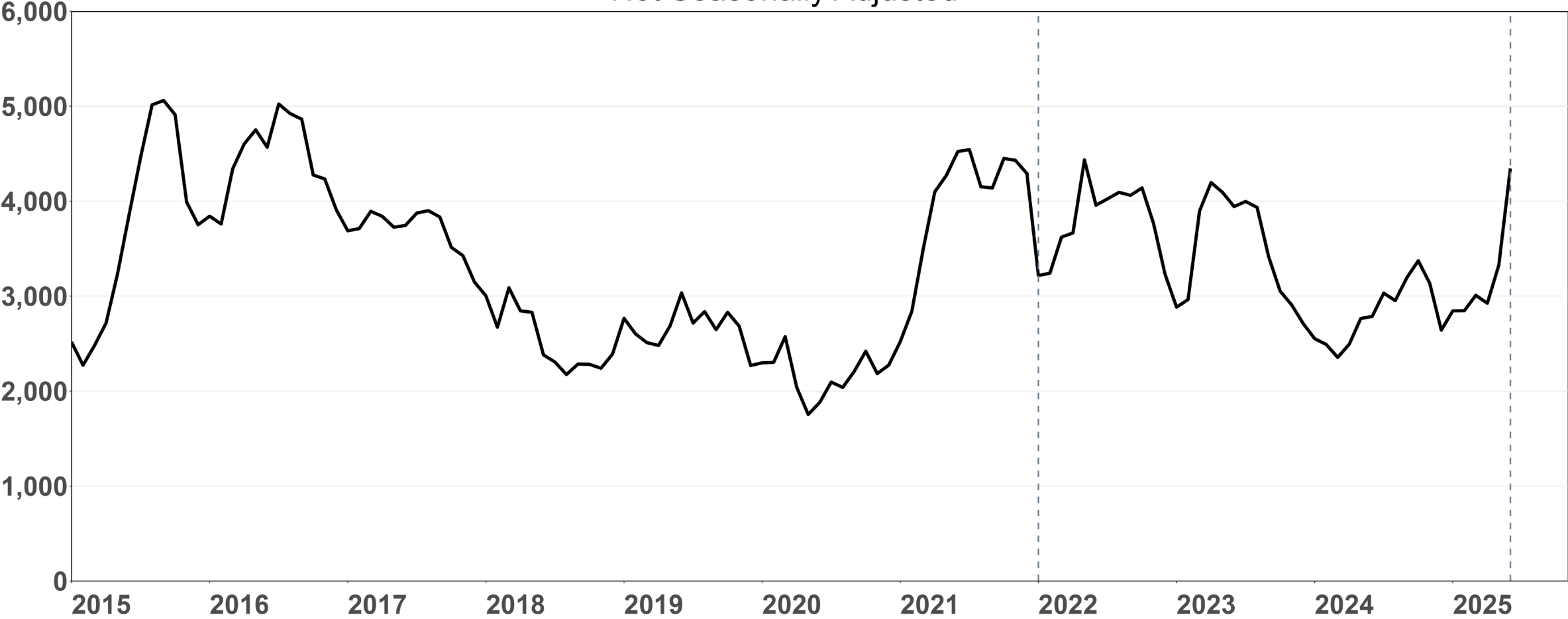
Clackamas Help Wanted Online Ads Not Seasonally Adjusted



Source: The Conference Board Help Wanted OnLine® (HWOL)

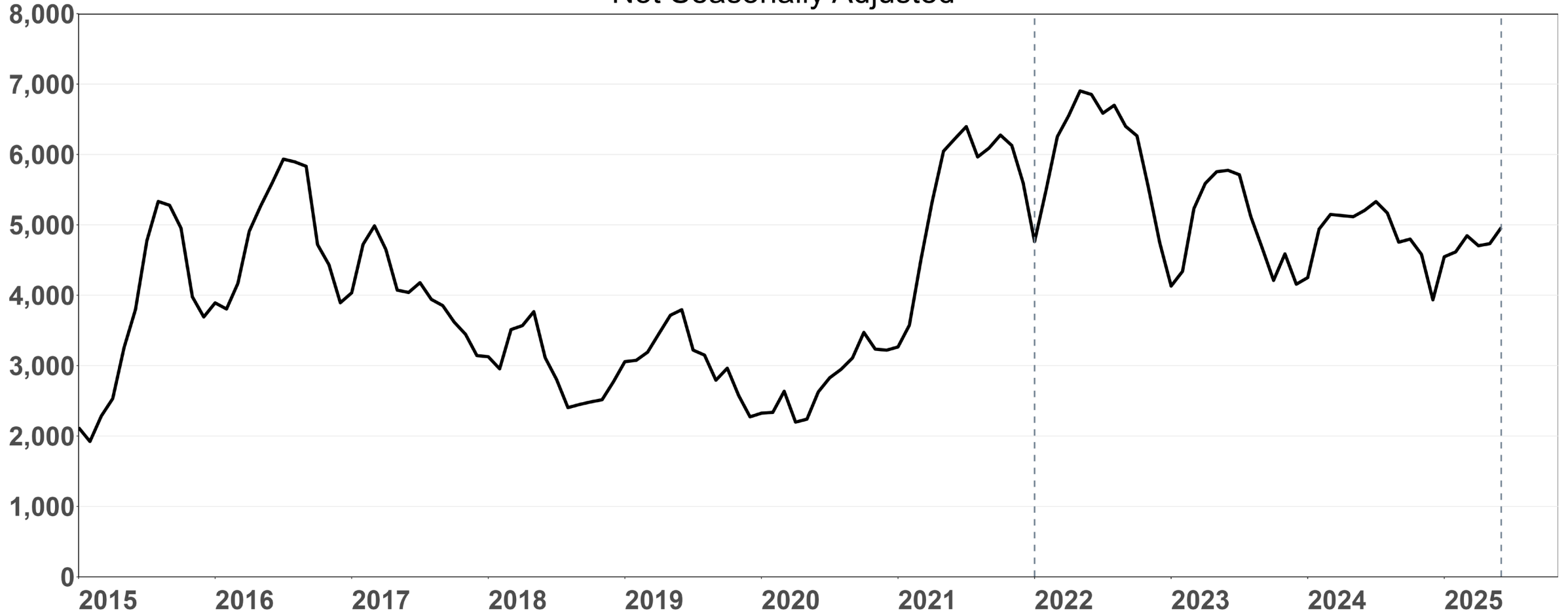
Note: Dotted lines indicate methodological changes occurring in January 2022 and June 2025

Rogue Valley Help Wanted Online Ads
Not Seasonally Adjusted



Source: The Conference Board Help Wanted OnLine® (HWOL)
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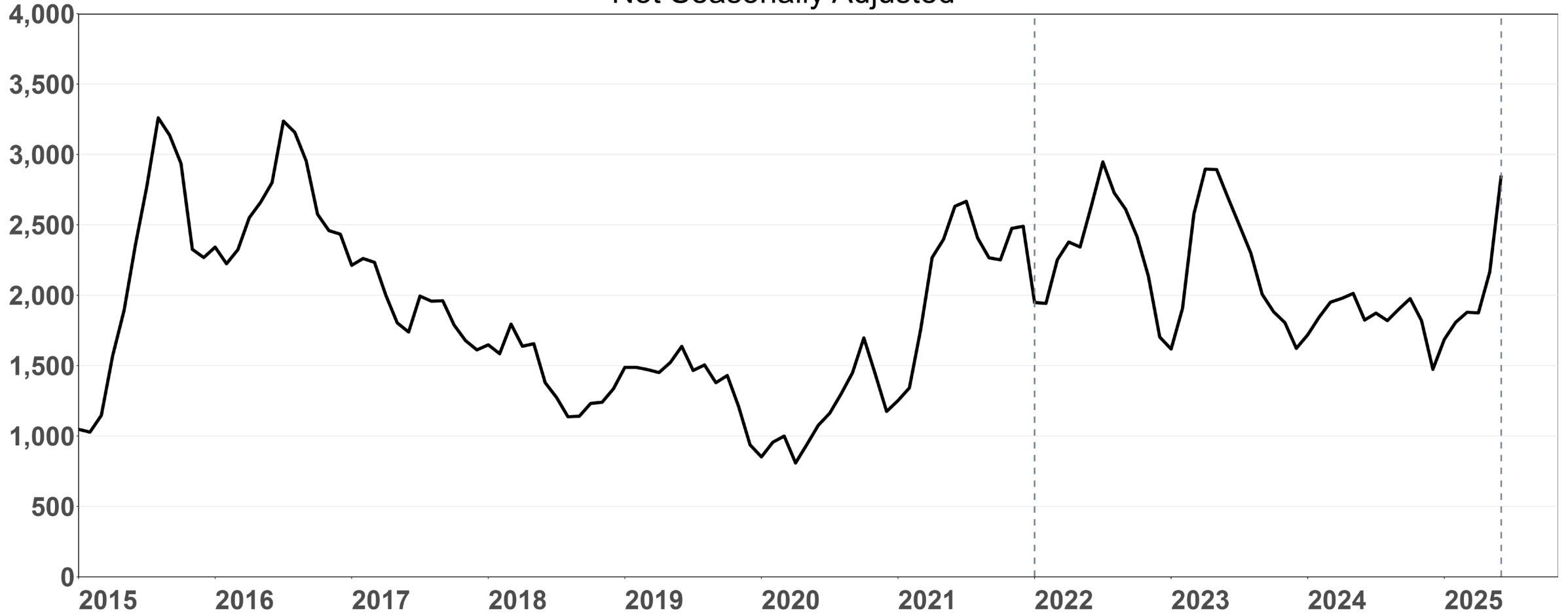
Northwest Oregon Help Wanted Online Ads Not Seasonally Adjusted



Source: The Conference Board Help Wanted OnLine® (HWOL)

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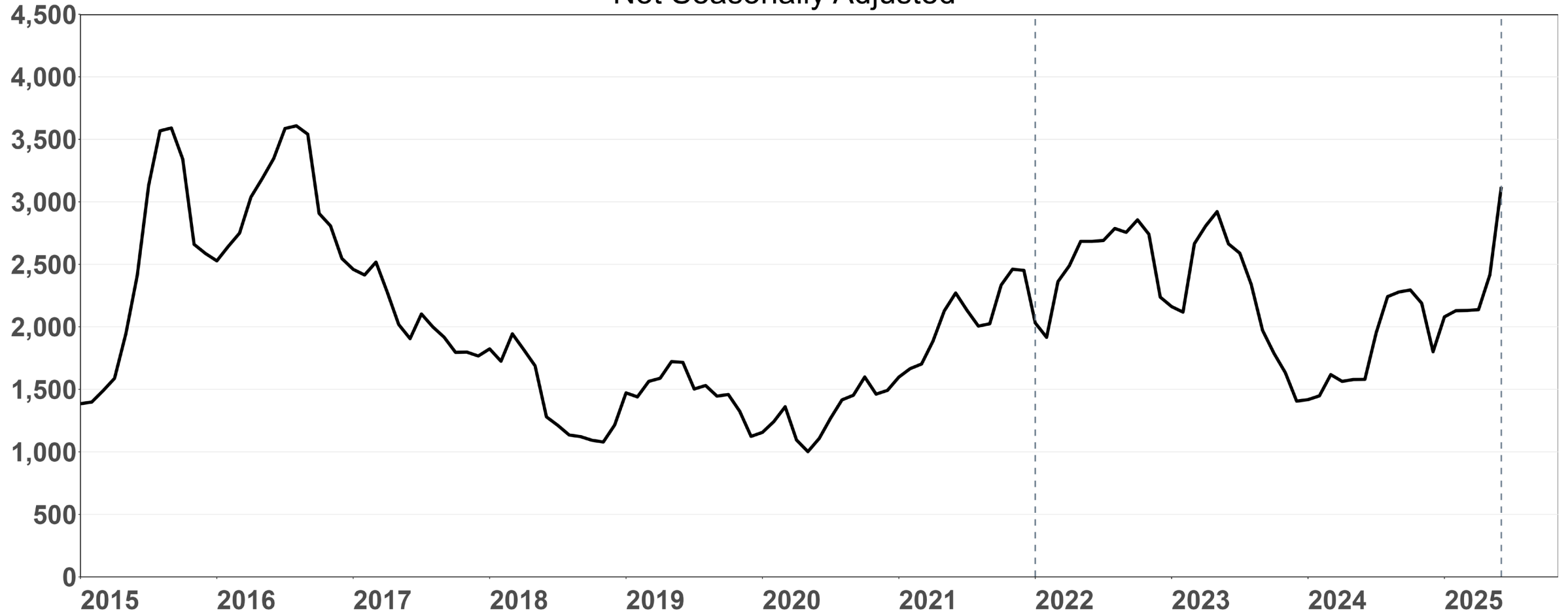
Southwestern Oregon Help Wanted Online Ads Not Seasonally Adjusted



Source: The Conference Board Help Wanted OnLine® (HWOL)

Note: Dotted lines indicate methodological changes occurring in January 2022 and June 2025

Eastern Oregon Help Wanted Online Ads Not Seasonally Adjusted



Source: The Conference Board Help Wanted OnLine® (HWOL)

Note: Dotted lines indicate methodological changes occurring in January 2022 and June 2025

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